

# fashion / calendar

8 East 77th Street / New York, N. Y. 10021 / TR 9-2343 / 24th year  
Ruth Finley, Publisher / issued weekly

October 12, 1964

## 1964

JANUARY	FEBRUARY	MARCH	APRIL
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 9, 1964</u>			
Oct. 8	MACY RELEASE DATE--International Fabric Boutique. (No Press Show)		
Thursday Oct. 8 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION Also Oct. 12, 14, 19 at 11:00 A.M. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Oct. 8 11:30 A.M.	PRESS PREVIEW OF ANTIQUA FURNITURE Large new collection of antique furniture, crystal, porcelain, and objets d'art from Europe, in newly designed salon. By invitation. ( <u>For Release, Fri., Oct. 9.</u> ) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Oct. 8 3:45 P.M. Champagne	SHOWING OF SPECIAL COURREGES DESIGNS Resort and Spring collection, designed in Paris in collaboration with Courreges. Also, a special group of designs by Courreges for Samuel Robert. By invitation (to be presented at door). Thereafter at showroom. Contact: LA. 4-4562. Publicity: Sara Pennoyer, MU. 2-6480.	SAMUEL ROBERT, INC. (1407 BROADWAY)	HOTEL REGENCY BALLROOM
Thursday October 8 4:00 P.M. Cocktails	PREVIEW: RESORT- SUMMER SWIMWEAR Polynesian party and show, featuring trend-setting swimwear in Du Pont fibers by American designers and manufacturers. Show at 5:00 P.M. For retail store executives, buyers, and press. <u>By invitation only.</u> Contact: <u>Trade--Gloria Jean Betts, 971-4224; Press--Margot Acheson, 971-4568.</u>	THE DU PONT COMPANY	HAWAII KAI 1638 B'WAY(50TH ST.)
Thursday Oct. 8 5:00 P.M.- 7:00 P.M.	RECEPTION AT NEW PERFUME SALON Mme. Revillon will invite the press to a reception at Revillon's new perfume salon. By invitation. Publicity: Bill Paige, JU. 2-7430.	PARFUMS REVILLON	730 FIFTH AVENUE SALON - 9TH FLOOR
Friday Oct. 9 8:00 P.M. Dinner- Dance	FIFTEENTH ANNUAL FAN BALL For benefit of Children's Cancer Fund of America. Informal modeling of original Cecil Beaton gowns from Warner Bros. film, "My Fair Lady." Chmn.: Mrs. Herbert R. Mundin. Reservations: \$50.00. Contact: LE. 5-4340.	CHILDREN'S CANCER FUND OF AMERICA	HOTEL PLAZA BALLROOM

### WEEK BEGINNING MONDAY, OCTOBER 12, 1964

Oct. 12	MACY RELEASE--American Designers' fashions in Little Shop. (No Show)		
Monday Oct. 12 8:00 P.M.	OPENING NIGHT OF OPERA SEASON The eightieth season will open with the production of Donizetti's "Lucia di Lammermoor," featuring Robert Merrill and Joan Sutherland. Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 12	OPENING: SPRING COLLECTION Continuous daily showings of misses and junior fashions.	GAY GIBSON; MISS COUTURE	1407 BROADWAY ROOM 3905 Contact: LO. 5-4211.
Monday Oct. 12	RESORT AND SPRING COLLECTION Custom-sizes for the petite miss.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR Contact: CH. 4-3558.
Monday Oct. 12- Oct. 17	NEW YORK ANTIQUES FAIR Forty-fourth semi-annual Antiques Fair, with 135 Exhibitors from 12 states. Hours: 1:00 P.M.-11:00 P.M.; Sat. 1:00 P.M.-6:00 P.M. Admission: \$2.00. Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Oct. 12	COLUMBUS DAY--Monday. (Banks will be closed)		
Tuesday Oct. 13 9:00 A.M. Breakfast	PREVIEW: RESORT-EARLY SPRING COLLECTION Preview of separates, coordinates, dresses, sportswear, designed by Ruthanne Tuttle. By invitation. Thereafter in showroom. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday Oct. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF SKI FASHIONS Preview of ski and apres ski fashions. (Note Change of Date.) By invitation. (For Release, Wed., Oct. 14.) Publ.: Lucia Russo, EL. 5-6800.	BONWIT TELLER	5TH FLOOR
Tuesday Oct. 13- Oct. 15	RESORT-SPRING COLLECTIONS Informal showings of Jantzen's misses and junior swimwear and sportswear collections. For resident buyers, by appointment, Oct. 13-15 at 10:00 and 2:00 P.M., daily. Contact: Barbara Renning, OX. 7-0811.	JANTZEN	261 MADISON AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 13 12:00 Noon Luncheon	RESORT-INTO-SUMMER SWIMSUIT COLLECTION Darlene will preview their new swimsuit collection. Showing at 12:30 P.M. By invitation. Publicity: Jeanne Sessions, BR. 9-9400.	DARLENE KNITWEAR (1407 BROADWAY)	SAVOY PLAZA HOTEL GOLD ROOM
Tuesday Oct. 13 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS "Fabulous in Fashion and Furs"--by Hattie Carnegie. Rummage donations for benefit of Nearly New Shop, associated with Neighborhood Youth Project and City Mission Society. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Producer and Commentator: Mary Alice Rice, PL. 2-5726.	HATTIE CARNEGIE (42 EAST 49TH STREET)	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 13 6:30 P.M.- 9:00 P.M.	FOURTH SESSION OF FASHION CAREER COURSE Subject: "Cosmetics and Millinery." Speakers: Helen Van Slyke, House of Fragrance, Inc.; Sally Victor, Sally Victor, Inc.; Mildred Wedekind, Consultant on marketing and merchandising of cosmetics. Individual session: \$2.75. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Wednesday Oct. 14 10:00 A.M.	PRESS PREVIEW OF SPRING FABRICS By invitation. Contact: Paul Honig, PE. 6-2230.	ANGLO FABRICS	1407 BROADWAY SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 14 10:00 A.M. Breakfast	PRESS PREVIEW: SKI-AGRAPHY, '64 Press preview of new ski collection, including designs from Christian Dior, and exclusive imports. By invitation. ( <u>For Release, Fri., Oct. 16.</u> ) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & COMPANY	3RD FLOOR FUR SALON
Wednesday Oct. 14 12:30 P.M. Luncheon	PRESENTATION OF SPANISH COLLECTION Informal showing during lunch. Publicity: Ellen Perl, TE. 2-8212. For reservations (\$2.95 up) CI. 6-9171.	JERRY SILVERMAN	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Oct. 14 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Showing of Fall-Winter collection, designed by Oscar de la Renta for Elizabeth Arden. For benefit of American Women's Voluntary Services. Tickets: \$12.50. Publicity: McGeehan & O'Connor, FL. 9-8150.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Wednesday Oct. 14 3:00 P.M.	PREVIEW OF FURS BY DONALD BROOKS Fur fashions, designed by Donald Brooks for Henri Bendel. By invitation. ( <u>For Release, Mon., Oct. 19.</u> ) Publ.: Ruth Hammer Assoc., CI. 7-1100, Ext. 345.	HENRI BENDEL	2ND FLOOR FUR SALON
Wednesday Oct. 14 4:00 P.M. Cocktails	PREMIERE SHOWING: "THE BEACHNIKS" "The Beachniks"--premiere showing of 1965 swimwear, coordinated accessories, and introducing Spring sportswear, costumes, suits. Special Guest: Killer Joe Piro. By invitation. Contact: Stanley Shier, LO. 3-7960.	PETTI	SHEPHEARD'S (DRAKE HOTEL) PARK AVE. & 56TH ST.
Thursday Oct. 15 9:00 A.M.- 5:00 P.M.	"A DAY OF COLOR" CONFERENCE "A Day of Color"--co-sponsored by The National Home Fashions League and Fashion Institute of Technology, featuring scientific aspects and applications of color. Speakers: Dr. Joyce Brothers, Dorothy Liebes, Richard Flanders. Films and color aptitude test. Basket luncheon at 12:15 P.M. Tickets: \$25.00; contact: National Home Fashions League, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	F.I.T. 227 WEST 27TH STREET
Thursday Oct. 15 3:30 P.M.	TWELFTH ANNUAL "YOUNG STYLEMAKER AWARDS" Press party to select winners and award prizes. <u>Show at 4:00.</u> By invitation. Contact: Ronald K. Sherman at J. Walter Thompson, MU. 6-7000.	SINGER SEWING MACHINE COMPANY	ESSEX HOUSE HOTEL COLONNADES ROOM
Thursday Oct. 15 4:30 P.M.- 6:30 P.M.	PRESS PARTY: WOMEN'S AND JUNIOR DIVISIONS Party for the press by Jantzen's Women's and Junior Divisions. (Cocktails) By invitation. Contact: Shirley Shannon, OX. 7-0811.	JANTZEN	PARK LANE HOTEL CAFE LOUNGE
Oct. 16	BLOOMINGDALE RELEASE DATE--"Sixties East" fashions. (No Press Show)		
Oct. 16	ALTMAN RELEASE DATE--Ski Fashions. (Preview Oct. 14--See Above)		
Friday Oct. 16 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT COLLECTION "Kaffee Klatsch"--leisure and sports fashions, designed by John Weitz. Shoes--David Evins. By invitation. Contact: Sue Olsen, LO. 3-4920.	JOHN WEITZ BOUTIQUE	HOTEL PLAZA WHITE & GOLD SUITE
Oct. 19	BENDEL RELEASE--Fur fashions by Donald Brooks. (Preview Oct. 14--See Above)		

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Oct. 19	MACY'S RELEASE DATE--Ski and apres ski fashions. (No Press Show)		
Monday Oct. 19 12:30 P.M. Luncheon	PRESS PREVIEW: SHOES BY FIORENTINA OF ITALY Silvia of Fiorentina will meet the press at a preview of her advance Resort-Spring collection of shoe fashions from Italy. By invitation. (For Release, Wed., Oct. 21--Note Change of Date.)	B. ALTMAN & COMPANY	9TH FLOOR CONFERENCE ROOM
Beginning Monday Oct. 19	OPENING OF SPRING BOYS' COLLECTION Boys' knit and woven shirts and swimwear by Rob Roy. Contact: Arthur Bern, WI. 7-8100. Publicity: Janet Laib, UN. 1-0110.	ROB ROY, INC.	45 WEST 34TH STREET & 112 WEST 34TH STREET
Oct. 20	OHRBACH'S RELEASE DATE--Fur fashions. (No Press Show)		
Tuesday Oct. 20 12:30 P.M. Luncheon	LUNCHEON SHOW: FASHIONS BY LEADING DESIGNERS Showing of black and white fashions, selected by "Harper's Bazaar" from: Bill Blass of Maurice Rentner, Ellen Brooke, Donald Brooks, Oleg Cassini, Estevez, Rembrandt, Adele Simpson, Hannah Troy. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Producer and Commentator: Mary Alice Rice, PL. 2-5726.	BLACK & WHITE SCOTCH	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 20 3:45 P.M. Cocktails	PREVIEW OF CRUISE- RESORT COLLECTION Robert Sloan will present his Cruise-Resort collection, "Fashion Fables from Denmark," designed by Sylvia de Gay. For press, by invitation. Continuous thereafter in showroom, 498 Seventh Avenue. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	ST. REGIS HOTEL ROOF
Tuesday Oct. 20 5:00 P.M. Cocktails	PREVIEW: MEN'S AND BOYS' COLLECTIONS Preview of men's, boys', and students' collections. Show at 5:30 P.M. For the press, by invitation. Contact: Shirley Shannon, OX. 7-0811.	JANTZEN	TIME AND LIFE BLDG. 8TH FLOOR-AUDITORIUM
Tuesday Oct. 20 7:00 P.M. Dinner- Dance	ANNUAL AWARD DINNER DANCE "Fashion is Art"--annual award dinner dance, honoring Eugenia Sheppard--"N.Y. Herald Tribune," and Walter J. Polett--Allied Chemical Corp. Honorary chmn.: Melvin E. Dawley, H.W. Vervoort, Russel Carpenter. For benefit of N.Y. Fashion Designers Foundation. (Black Tie) Contact: Frances Duehren, WI. 7-0324.	NEW YORK FASHION DESIGNERS(1457 B'WAY)	HOTEL PLAZA BALLROOM
Oct. 21	ALTMAN'S RELEASE--Fiorentina Shoes. (Preview, Oct. 19--See Above)		
Wednesday Oct. 21 12:30 P.M. Luncheon	FALL AND HOLIDAY SHOWING OF FASHIONS Fashions by Harvey Berin. Commentator: Lynne Blum. Tickets: \$15.00. Contact: Joe Klein, 25 West 43rd Street, WI. 7-8400.	BOY SCOUTS OF AMERICA- GREATER N.Y. COUNCILS Furs--B. Weinstein. Jewelry--Marvella.	HOTEL DELMONICO BALLROOM
Wednesday Oct. 21 12:30 P.M. Luncheon	GALA SALUTE AND FASHION SHOW Fashions by members of N.Y. Couture Group. Director: Kittie Campbell, LA. 4-0461. Hon. chmn.: Mrs. Lyndon Johnson, Mrs. Hubert Humphrey, Mrs. Averill Harriman, Mrs. Herbert Lehman. Guest speaker: Senator Eugene McCarthy. Price: \$25.00. Contact: Carol Eisner, HA. 1-0800.	WOMEN FOR JOHNSON- HUMPHREY (301 E.47TH)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 21 12:30 P.M. Luncheon	SHOWING OF MEN'S WEAR DURING LUNCHEON Informal showing of men's wear during luncheon. TE. 2-8212. Reservations (\$2.95 up): CI. 6-9171.	BRIONI OF ROME (AMER.REPR.CEZAR LTD.)	BARBETTA RESTAURANT 321 WEST 46TH STREET Publicity: Ellen Perl,
Wednesday Oct. 21 3:15 P.M. Cocktails	PREVIEW: RESORT- SPRING COLLECTION Claret Originals will present "Clothes With The International Beat," designed by June Frances. Show at 4:00. By invitation. Continuous thereafter in showroom. Publicity: Essie Pinsker, WI. 7-2514.	CLARET ORIGINALS, INC. (498 SEVENTH AVENUE)	STROLLERS CLUB 154 EAST 54TH STREET
Wednesday Oct. 21 7:45 P.M.	MOVIE PREMIERE AND GALA SUPPER DANCE World Premiere of "My Fair Lady," followed by pink champagne supper dance. Guests of honor: Audrey Hepburn and Rex Harrison. Honorary chairmen: The Duchess of Windsor and Princess Grace of Monaco. Co-chmn.: Mrs. Winston F.C. Guest, Mrs. William S. Paley, Mrs. Herbert Scheftel. Tickets: \$150.00. Contact: 270 Park Ave., Suite 1685, MO. 1-2320.	WILL ROGERS HOSPITAL; MEMORIAL RESEARCH LAB.	CRITERION THEATRE & HOTEL AMERICANA
Thursday Oct. 22 5:00 P.M.- 7:00 P.M. Cocktails	NEW BRAS DESIGNED BY RUDI GERNREICH Exquisite Form will introduce a new line of bras, designed by Rudi Gernreich, who will be present to meet the press and buyers. By invitation. (Note Change of Date.) Contact: Irwin H. Roseman, MU. 9-5720. Publicity: Eve Siegel Assoc., MU. 8-4598.	EXQUISITE FORM (14 PELHAM PARKWAY)	HOTEL DELMONICO DELMONICO ROOM
Sunday Oct. 25- Oct. 27	HOLIDAY HAIR FASHIONS Official hair fashion committee of NHCA will present new Holiday coiffures to the beauty profession. Publicity: Mitchell Lachman, 205 N. LaSalle Street, Central 6-0870 (Chicago).	NAT'L HAIRDRESSERS & COSMETOLOGISTS ASS'N.	STATLER HILTON HOTEL NEW YORK
Oct. 26	ALTMAN RELEASE DATE--Children's import fashions. (No Press Show)		
Monday Oct. 26 11:00 A.M. Champagne	PREVIEW: FALL-WINTER HAIRSTYLES Preview for press of Fall and Winter hairstyles by Monsieur Marc. (Note Change of Date.) By invitation. Contact: UN. 1-0700.	MONSIEUR MARC	22 EAST 65TH STREET SALON - 2ND FLOOR
Monday Oct. 26 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Showings at 1:00 P.M., Oct. 26, 27, Nov. 2, 3, 4, 9, 10. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Oct. 26 4:00 P.M. Champagne	OPENING: CRUISE- SPRING COLLECTION Cruise and Spring collection by Vera Maxwell at 4:00 P.M. By invitation. Thereafter, Tues. and Wed. at 12:00 Noon, Oct. 27, 28, Nov. 3, 4, 10, 11. By reservation. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Monday Oct. 26 5:30 P.M. Cocktails	PREVIEW: CALIFORNIA SPRING COLLECTION Preview of Helga's Spring collection. By invitation. Also, Nov. 2 and 9 at 5:30 P.M. in private suite. By appointment. Contact: Walter Oppenheimer, MA. 7-0806(L.A.); after Oct. 26, CI. 7-2200.	HEIGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 26	OPENING: SPRING COLLECTION Continuous daily showings of cocktail and evening fashions for Spring, designed by George Nardiello. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Oct. 27	GIMBELS RELEASE DATE--Ski and apres ski fashions. (No Press Show)		
Tuesday Oct. 27 10:30 A.M.	OPENING OF SPRING COLLECTION Showings Oct. 27, 29, Nov. 3, 4, 6, 10, 12 at 10:30. By reservation. Contact: LO. 3-5650.	PATTULLO- JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Oct. 27 11:30 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Arthur Jablow's Spring coats, suits, ensembles, designed by David Kidd, at 11:30, Oct. 27, Nov. 5, 9, 11, 16. By reservation. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Oct. 27 1:00 P.M.	OPENING: SPRING JUNIOR COLLECTION Junior Spring fashions, designed by Anne Klein and Chuck Howard. Also, Oct. 28, 29, Nov. 3, 4, 5, 10, 11 at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 27 1:00 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 27, 28, Nov. 3, 4 at 1:00 P.M. By reservation. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 27 2:30 P.M.	OPENING: SPRING COLLECTION Spring collection, designed by Bill Blass. Showings Oct. 27, 28, 29, Nov. 3, 5, 10, 12 at 2:30. By reservation. (Press show Mon., Nov. 2 at 3:00 P.M.) By invitation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE REWINTER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Oct. 28	MACY'S RELEASE DATE--Fashions for the Horse Show. (No Press Show)		
Wednesday Oct. 28 1:00 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 28 and Nov. 4 at 1:00 P.M. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday Oct. 28 1:00 P.M.	OPENING: SPRING COLLECTION Showing of Spring fashions, designed by Karen Stark. By invitation. Contact: Lynne Lyons Blum, PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 28 2:15 P.M.	OPENING: SPRING COLLECTION Paul Farnes' Spring collection, designed by Fernando Bosc and Earl Luick. Showings Nov. 2, 4, 10 at 2:15. By reservation. Contact: CH. 4-4600.	PAUL FARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Oct. 28 2:30 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 28, 29, Nov. 4, 5, 11 at 2:30 P.M. By appointment. Contact: CH. 4-1872.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 28 4:00 P.M.- 6:00 P.M. Cocktails	GROWING-UP GIRLS' SPRING FASHIONS Preview for the press of Spring-Summer Mattel "Barbie" fashions for growing-up girls, showing six themes from Maine to Hawaii. <u>Show at 4:30.</u> By invitation. Press contact: Helen Shapiro at Harshe-Rotman & Druck, 300 East 44th Street, 661-3400.	MATTEL FASHIONS, INC. (1107 BROADWAY)	HOTEL PLAZA WHITE & GOLD SUITE
Thursday Oct. 29 1:15 P.M.	OPENING: SPRING DRESS COLLECTION By reservation. Contact: Larry Farragut or Miss Vivian, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Oct. 29 2:30 P.M.	OPENING: SPRING COLLECTION Also, Nov. 3, 4, 5, 10, 12, 17 at 2:30. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Oct. 29 2:30 P.M.	OPENING: SPRING COLLECTION Spring collection, designed by Philippe Tournaye. Showings Oct. 29, Nov. 3, 4, 5, 10 at 2:30. By reservation. ( <u>Press show Fri., Oct. 30 at 11:00 A.M.</u> ) By invitation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Oct. 30	OHRBACH RELEASE DATE--Ski and apres ski fashions. (No Press Show)		
Oct. 30	REMBRANDT PRESS SHOW AT 11:00 A.M. (Opening Oct. 29 at 2:30--See Above)		
Friday Oct. 30 12:00 Noon	PREVIEW OF SPRING COLLECTION By invitation. Also Nov. 5 at 11:30 A.M. By reservation. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Oct. 30 2:30 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 30, Nov. 2, 6, 9 at 2:30. By reservation. Contact: CH.4-1872.	YOUNG ELEGANTIE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Friday Oct. 30 7:30 P.M. Cocktails-- Dinner	THIRTEENTH ANNUAL "APRIL IN PARIS" BALL Theme: "A Night on the French Riviera"--Fashions by Lanvin, with designer Jules Francois Crahay as guest of honor. Furs--Georges Kaplan. Jewelry--Van Cleef & Arpels. Chief beneficiaries: French Hospital in N.Y., and American French Foundation Charities. In tribute to Miss Elsa Maxwell. Tickets: \$150.00. Contact: 270 Park Ave., Suite 1685, MO. 1-2320.	AMERICAN FRENCH FOUNDATION	HOTEL ASTOR BALLROOM
Monday Nov. 2 10:30 A.M.	OPENING OF SPRING COLLECTION Spring collection, designed by Guy Douvier for Leonard Arkin. Showings Nov. 2 and 9 at 10:30 A.M. Contact: Jackie Farr, WI. 7-5324.	LEONARD ARKIN (BY GUY DOUVIER)	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Nov. 2	MADemoiselle RICCI FOR MURRAY ZENKEL PRESS SHOW AT 11:30.(Opening Nov. 4)		
Monday Nov. 2 12:00 Noon	OPENING: SPRING COLLECTION Showing at 12:00 Noon. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday Nov. 2 12:00 Noon	OPENING OF SPRING COLLECTION Showings Nov. 2, 5, 10, 12 at 12:00 Noon. By reservation. Contact: Ruth McLaughlin or Mr. Revell, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 2 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan's Spring dresses and ensembles, Nov. 2, By reservation. Contact: Miss Fritz, IO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR 2, 5, 9 at 1:15 P.M.
Monday Nov. 2 1:15 P.M.	OPENING: SPRING COLLECTION Showings: Nov. 2 (for N.Y. buyers only, by invitation). Also Nov. 4, 5, 10 at 1:15, by appointment. Contact: Kay McGowan, IO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Nov. 2 2:00 P.M.	OPENING: SPRING COLLECTION Showings Nov. 2 and 10 at 2:00 P.M. Contact: Jackie Farr, WI. 7-5324.	Mlle. ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Nov. 2	MAURICE RENTNER'S PRESS SHOW AT 3:00. (Opening, Oct. 27 at 2:30--See Pg.6)		
Monday Nov. 2 3:30 P.M.	OPENING OF SPRING JUNIOR COLLECTION Junior Accent's Spring collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: IO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Nov. 2- Nov. 19	CALIFORNIA RESORT- SPRING FASHIONS Resort-Spring collection of daytime to evening fashions. By appointment. Contact: Dick Steiner, MA. 7-5461(L.A.); after Nov. 2, CI. 7-2200.	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	HOTEL GOTHAM SUITE 1001-2
Nov. 3	ELECTION DAY (Tuesday).		
Beginning Tuesday Nov. 3	OPENING OF SPRING COLLECTION Jerry Silverman's Spring collection, designed by Shannon Rodgers. By appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Nov. 3- Nov. 10	EIGHTY-FIRST ANNUAL NATIONAL HORSE SHOW Publicity: Bill Bryan or Ed Corrigan, TN. 7-2576.	NAT'L HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Wednesday Nov. 4 10:00 A.M.	OPENING: SPRING COLLECTION Also Nov. 5, 6, 10, 11, 12 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Nov. 4 11:00 A.M.	OPENING: SPRING COLLECTION Showings Nov. 4 and 11 at 11:00 A.M. Contact: Jackie Farr, WI. 7-5324.	ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Nov. 4 11:30 A.M.	OPENING: SPRING COLLECTION Showings of Spring collection, designed by Dorothy Farbo, Nov. 4 and 11 at 11:30 A.M. By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Nov. 4 12:00 Noon	OPENING: SPRING COLLECTION Showing of Spring collection, designed by Gerard Pipart, Paris, on Nov. 4, 5, 9 at 12:00 Noon. By reservation. (Press show Mon., Nov. 2 at 11:30 AM.) By invitation. Contact: Marta Schreiber, CH. 4-2270.	MADemoiselle RICCI FOR MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 4 12:00 Noon	OPENING: SPRING JUNIOR COLLECTION Lanz dresses and coordinates at 12:00 Noon, Nov. 4, 5, 10, 11, 12. By reservation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday Nov. 4 2:00 P.M.	OPENING OF SPRING COAT COLLECTION Showings Nov. 4, 9, 11, 17 at 2:00 P.M. By appointment. Contact: Mrs. Jaye Lo Pinto, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Nov. 4 2:30 P.M.	OPENING OF SPRING COLLECTION Showings Nov. 4, 10, 18 at 2:30 P.M. By reservation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Nov. 4 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Buyer showings: Nov. 5, 9, 11, 13 at 10:30. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Nov. 4 4:00 P.M.	OPENING OF SPRING COLLECTION Malcolm Starr will present his Spring collection, designed by Elinor Simmons and Mr. Arno, Nov. 4, 5, 11 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Wednesday Nov. 4	OPENING: RESORT- SPRING COLLECTION Couture daytime and evening fashions, designed by Angela. By appointment. Contact: Mr. de Marinis, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Beginning Wednesday Nov. 4	OPENING: SPRING COAT COLLECTION Continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Thursday Nov. 5 12:00 Noon	OPENING OF SPRING COLLECTION Also Nov. 12 at 12:00 Noon. By appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Nov. 5 12:00 Noon	SPRING FASHIONS BY MOLLIE PARNIS Also, Nov. 10 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Nov. 5 2:30 P.M.	OPENING: SPRING COLLECTION Showings Nov. 5, 10, 12 at 2:30 P.M. (Note Change of Date.) By reservation. Contact: Dorothy Hermes, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Nov. 5 2:30 P.M.	OPENING OF SPRING COLLECTION Showings: Nov. 5, 10, 12 at 2:30, Nov. 18 at 10:30. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Nov. 5 4:00 P.M.	PREVIEW OF SPRING COLLECTION Showing of Spring fashions, designed by Bob Bugnand. By invitation. Thereafter by appointment in showroom. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 10 10:00 A.M.	OPENING: SPRING COLLECTION Showings Nov. 10, 12, 17, 19 at 10:00. By reservation. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday Nov. 10 10:00 A.M.	SPRING COAT AND SUIT COLLECTION Also, Nov. 12, 17, 19 at 10:00 A.M. By reservation. Contact: LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Nov. 10 11:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showings Nov. 10, 12, 17, 19 at 11:30. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Nov. 10 6:30 P.M. Cocktails	SEMI-ANNUAL SEMINAR FOR MEMBER STORES Limited number of tickets available for non-members. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.	MERCHANDISING MOTIVATION INC. (39 W. 55TH STREET)	500 CLUB 500 SEVENTH AVENUE
Thursday Nov. 12 9:30 A.M. Breakfast	PRESS PREVIEW OF CHILDREN'S FASHIONS Preview for the press of imported fashions for children. By invitation. (For Release, Fri., Nov. 13.) Publicity: Mary Ann Crenshaw, OX. 5-4400.	OHRBACH'S	6TH FLOOR YOUNG IMPORTS SHOP
Thursday Nov. 12 12:00 Noon Luncheon	RECEPTION, LUNCHEON AND FASHION SHOW Carter's will celebrate their 100th birthday at a reception, luncheon and fashion show. By invitation. Publicity: Janet Gosnell, EL. 5-5800.	WILLIAM CARTER COMPANY	HOTEL PLAZA TERRACE ROOM
Monday Nov. 16 11:30 A.M.	CONTINENTAL CORNER: CHRISTMAS GIFT BOUTIQUE Preview for the press of Christmas gift boutique, featuring accessories for men, women, and children. (Luncheon at 12:00 Noon.) By invitation. (For Release, Tues., Nov. 17.) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR FEATURE EVENTS OFFICE
Thursday Nov. 19 10:30 A.M. Coffee	PRESS PREVIEW: XMAS GIFT SHOP "Mam'selle Noelle"--gifts for her--gifts for him--young Santa Shop--gifts for children. For the press, by invitation. (For Release, Mon., Nov. 23.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR MAM'SELLE NOELLE
Friday Nov. 20 9:00 A.M.; 12:00 Noon	TWO SHOWINGS: READY-TO-WEAR Ready-To-Wear at two showings: Breakfast--9:00 A.M.; Luncheon--12:00 Noon. (More details in a later issue.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Tuesday Nov. 24 8:00 P.M. Supper- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE Sixteenth annual "Party of The Year" for benefit of Costume Institute, Metropolitan Museum of Art. Special exhibit and fashion promenade. Chmn.: John S. Burke, Jr., President--Altman's. Co-chmn.: Melvin E. Dawley and Adam Gimbel. Publicity chmn.: Jessica Daves. Reservations: \$100.00 each. Contact: TR. 9-5500, Ext. 381.	COSTUME INSTITUTE- MET. MUSEUM OF ART	METROPOLITAN MUSEUM SCULPTURE HALL
Nov. 26	THANKSGIVING DAY (Thursday).		

OPERA...MOVIES...THEATRE

Monday  
Oct. 12 FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET  
Mon., Oct. 12: Donizetti's "Lucia di Lammermoor." Tues., Oct. 13: Strauss' "Der Rosenkavalier." Wed., Oct. 14: Verdi's "Rigoletto." Thurs., Oct. 15: Puccini's "Madama Butterfly." Fri., Oct. 16: Donizetti's "Lucia di Lammermoor." Sat. Eve., Oct. 17: Saint-Saens' "Samson et Dalila." Publicity: Francis Robinson, PE. 6-1200.

Tuesday  
Oct. 13 OPENING: "BEN FRANKLIN IN PARIS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST.  
George W. George and Franklin Grant will present a new musical based on Franklin's career as ambassador to France; starring Robert Preston, Ulla Sellert with Franklin Kiser, Jack Fletcher, Bob Kaliban, Byron Webster, Jacqueline Mayro. Director: Michael Kidd. Costumes: Motley. Publicity: David Powers, TN. 7-8500.

Wednesday  
Oct. 14 OPENING: "A SEVERED HEAD" ROYALE THEATRE, 242 WEST 45TH STREET  
Starring Joan Fontaine, Robin Bailey, Elliot Reid, Lee Grant, with Robert Milli, Angela Wood, Jessica Walter, in the comedy dramatized by Iris Murdoch and J.B. Priestly, about a London wine merchant's excursion into a nightmare of infidelities; presented by David Merrick. Director: Val May. Costumes: Stewart Chaney. Publ.: Harvey Sabinson, TN. 7-8500.

Wednesday  
Oct. 21 PREMIERE: "MY FAIR LADY" (Movie) CRITERION THEATRE, B'WAY & 45TH STREET  
Warner Brothers will present the adaptation of the play by Bernard Shaw in Technicolor-Super Panavision 70, starring Audrey Hepburn, Rex Harrison, Stanley Holloway, Gladys Cooper. Producer: Jack L. Warner. Director: George Cukor. Costumes: Cecil Beaton. Publ.: Leo Wilder, CI. 6-1000.

Thursday  
Nov. 5 OPENING: "SOMETHING MORE" EUGENE O'NEILL THEATRE, 230 W. 49TH ST.  
Lester Osterman will present the new musical, adapted from Portofino P.T.A. by Gerald Green, about a family living in Mineola, then moving to Portofino to escape the problems of suburbia, only to find new ones. Starring Barbara Cook, Arthur Hill, Viveca Lindfors, Ronny Graham. Director: Jule Styne. Costumes: Alvin Colt. Publ.: Harvey Sabinson, TN. 7-8500.

Wednesday  
Nov. 11 OPENING: "LUV" BOOTH THEATRE, 222 WEST 45TH STREET  
Claire Nichtern will present Murray Schisgal's three-character comedy about modern mating habits; starring Eli Wallach, Anne Jackson, Alan Arkin. Director: Mike Nichols. Costumes: Theoni V. Aldredge. Publicity: Bernstein-Kornzweig, JU. 2-2490.

Saturday  
Nov. 21 OPENING: "ZIZI" BROADWAY THEATRE, 1681 BROADWAY  
Columbia Theatrical Enterprises and Claude Giraud Productions, under the auspices of the Association Francaise d'Action Artistique, will present a new revue, starring Jeanmaire. Director and Choreographer: Roland Petit. Costumes: Yves St. Laurent. Publicity: Bill Doll, JU. 6-8894.

Monday  
Nov. 23 OPENING: "BAJOUR" SHUBERT THEATRE, 223 WEST 44TH STREET  
Starring Chita Rivera, Nancy Dussault, Herschel Bernardi, Robert Burr, with Mae Questel, Gus Trikonis, Herbert Edelman, Antonia Rey, Lucie Lan-caster in a new musical about the city's gypsy colonies, based on Joseph Mitchell's "New Yorker" stories; presented by Edward Padula, Carroll and Harris Masterson, Norman Twain. Director: Lawrence Kasha. Costumes: Freddy Wittop. Publicity: Debuskey-Krawitz, CI. 7-7507.

# CALENDAR FOR 1965

JANUARY								FEBRUARY								MARCH								
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31																								
APRIL								MAY								JUNE								
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JULY								AUGUST								SEPTEMBER								
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OCTOBER								NOVEMBER								DECEMBER								
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24	25	26	27	28	29	30		28	29	30						26	27	28	29	30	31			
31																								